



## Psychoanalytic Study of Carl Gustav Jung: Persona in the Character Tang Xin in the Drama “Nǐ Hǎo, Shénqiāngshǒu” Episodes 1-15 by Lian Mu Chu Guang

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**Abstract:** *Persona is a special intellectual property of Jung. According to him, Persona is a social and psychological construction with a specific purpose. Persona is a mask that can be worn by anyone. Carl Jung chose this mask to see how a person plays a role in representing social and cultural stereotypes, instead of accepting oneself. Persona is a mask that someone shows to display another side of themselves so that they can be accepted by society. Nowadays, it is often found in society that individuals show another side of themselves. There are reasons behind all of that, why someone uses their mask. Sometimes, someone uses it for good reasons, but there are also those who use their mask for less desirable reasons. This research uses a descriptive qualitative method, in which the understanding of Persona based on Carl Gustav Jung's theory in explaining another side of a person is described and presented. It also uses the method of reading and watching the drama 'Hello, The Sharpshooter'.*

**Keywords:** *Psychoanalytic, Persona, Carl Gustav Jung, The Sharpshooter*

### INTRODUCTION

Psychology is a field of science that studies human behavior. In psychology, we can recognize someone's characteristics, including their mental state. Literature can also provide an insight into the author's psyche, as Murry (2018: 60) stated. This can be seen in one of Lawrence's novels that portrays Clifford as Connie's husband who is heavily influenced by Lawrence's experiences in the social, economic, and cultural chaos of post-World War I. However, not everyone can easily guess someone's personality from the way they talk, behave, or act. There are many factors that need to be considered and understood before we can accurately guess someone's personality. Siswanto in Setianingrum (2008:14) suggests that literary psychology studies certain psychological phenomena experienced by the main characters in literary works when responding or reacting to themselves and their environment, thus psychological symptoms can be revealed through the character's behavior in a literary work. Therefore, to understand someone better, a deeper analysis is needed, such as observing someone's behavior patterns and reactions to certain situations, or through interviews and counseling with a psychologist. This way, we can understand someone better and avoid mistakes in assessing someone's personality.

Psychological studies are not limited to human behavior only, but also extend to animals. However, a detailed discussion of animal behavior is not presented here. On the other hand, although the definitions provided by experts may differ slightly, they essentially share the same analysis, which focuses on all human movements (behavior), making it acceptable to all parties (Amin, 2016: 5). Psychology itself is further divided into two parts. First, there is General Psychology, which investigates and studies human



mental activities. This psychology usually produces principles obtained through observation of human mental activities. This psychology also generally regards humans as not being connected to one another. Second, there is Special Psychology, which observes human mental activities more specifically. Examples include Developmental Psychology, Social Psychology, Educational Psychology, Industrial Psychology, Personality-Typology Psychology, Psychopathology, and Criminal Psychology.

The goal of literary psychology is to understand the psychological aspects contained within literary works. However, this does not mean that literary psychological analysis is completely detached from the needs of society, as the essence of literature provides indirect understanding to the community through the comprehension of its characters (Ratna, 2009: 342). In this discussion, we will focus on the first type of psychology, General Psychology, or also known as Popular/Experimental Psychology. This psychology is well-known for its approximately 13 personality theories that are globally recognized. These 13 theories are derived from studies conducted by previous psychologists, especially clinical psychologists. For example, Carl Gustav Jung, a figure who developed the concept of analytical psychology or psychoanalysis, was previously a student of Sigmund Freud, a clinical psychologist.

According to Carl Gustav Jung (Jung: 1968), human beings are fundamentally interconnected from the past, present, and future. The experiences of previous generations are related to the experiences of the present and future. However, human experiences are not limited to conscious experiences that can be directly perceived, but also involve the unconscious, which can influence a person's behavior. Jung distinguished the unconscious into two types: personal unconscious and collective unconscious. Personal unconscious is related to a person's personal experiences, while collective unconscious is universal and stems from the collective experiences of humans since birth. According to Jung, there are three main units within a person: persona, ego, and shadow. Persona and ego can be seen by others, while shadow, animus-anima, and collective unconscious can only be felt by oneself.

Jung (2004: 144) also developed two main attitudes related to human personality, namely introversion and extroversion, as well as four main functions consisting of thinking, feeling, sensation, and intuition. Jung's work in consciousness psychology was mostly approached from a clinical perspective. From Jung's thinking, it can be concluded that humans have hidden potential and experiences within themselves that can influence their behavior and thinking. Therefore, it is important for a person to recognize oneself and manage the unconscious well in order to achieve harmony and balance in life.

This research will discuss the persona of the character Tang Xin in the Chinese drama series "你好，神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter" Episode 1 - 15 by Lian Mu Chu Guang. Tang Xin is a main character in the series who has a complex personality and character. One interesting thing about Tang Xin is his ability to show something different to different people. To protect himself and his life, Tang Xin wears different masks in every situation. This makes Tang Xin have many different personas or characters. The personas in Tang Xin also come from the events that happened in his past. Tang Xin has a dark past full of secrets. His life full of painful events has made him a closed and difficult person to trust others. Therefore, to protect himself, Tang Xin uses different masks to adjust himself to the situation and people around him.

The concept of Carl Gustav Jung's analytical theory may also be the cause of some of the masks used by Tang Xin in his life. According to Jung's theory, humans have different personas or characters that can change depending on the situation and environment around them. This is to protect themselves from negative influences that may occur. In addition, Jung's theory also states that humans have a shadow self that is an unconscious part of themselves. This shadow is formed from experiences and events that are painful in the past and can affect our behavior and actions. Tang Xin also has a strong shadow because of his dark past full of secrets. This shadow may also be the cause of some of the masks used by Tang Xin in his life.

In this research, the persona of the character Tang Xin in the Chinese drama series "你好, 神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter" Episode 1 - 15 by Lian Mu Chu Guang will be analyzed and discussed based on the concept of Carl Gustav Jung's analytical theory. It is hoped that this research will provide a deeper understanding of the complex character and nature of the character Tang Xin and enrich knowledge about Jung's theory, which is still relevant today.

## METHODS

The method used in this study is qualitative descriptive, where it describes and explains the concept of persona based on Carl Gustav Jung's theory in describing the other side within a person. In addition, the study utilized reading books about Carl Gustav Jung's theory and watching the drama "你好, 神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter" as the basis for the article.

The approach in this research uses psychoanalysis based on the analysis of the concept of collective unconsciousness in the human soul, namely persona, animus and anima, shadow, and self. According to Jung, persona is an individual's way of expressing themselves to the public. Jung also gave limitations to persona as a complex function of a fundamental consideration or a solution in the form of an effort to find a resolution. According to Suryabatra (1990), Persona is a compromise between the individual or society, between the inner structure of oneself and the demands of how a person should act.

Data collection techniques used observation of the character's actions by watching and reading, analysis technique to classify data, and record technique. The record technique used is to record data that includes the classification of collective unconsciousness forms, namely persona, animus and anima, shadow, and self or self which is the structure of persona theory. The object of research in this study is the drama "你好, 神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter" episode 1-15 created by Lian Mu Chu Guang. The steps in data collection involve observing the character's actions.

In this study, a psychoanalytic approach was used to analyze the concept of persona in the character Tang Xin in the drama "你好, 神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter" episode 1-15. Through a qualitative descriptive method, data was collected and analyzed with the aim of understanding how Tang Xin uses persona in social interactions with his environment.

## RESULT AND DISCUSSION

### Persona

In this section, there is an elaboration on the scenes that show Tang Xin's persona. In episode 1, Tang Xin is assigned by the company to retrieve and cover news from the

shooting range at the Haiya University Sports Building. This is shown in the dialogue of episode 1 at minute 03:28.

唐心 : 这是我作为实习生的最后一站。  
Táng xīn : zhè shì wǒ zuòwéi shíxí shēng de zuìhòu yí zhàn.  
Tangxin : This is my last stop as an intern.



**Picture 1** Tang Xin as a reporter

In this scene, Tang Xin shows her persona as a reporter who must work professionally while also reading out the names of shooting participants, equipment and gear for live coverage. This is also shown in episode 1 at minute 06:44. While waiting for the competition to begin, she waits in the waiting room and sees someone she knows, Shen Qingyuan. When she does the live broadcast to cover the competition, Shen Qingyuan feels disturbed by her because memories of his past with Tang Xin come to mind. Before round 3 or the final round begins, Shen Qingyuan invites Tang Xin out of the shooting range. When asked to leave, she asks for help from Du Lingfeng, an eye drop authority, to offer to Shen Qingyuan. They meet before the start of round 3, so Tang Xin asks for his help so that she can still do the live broadcast and maintain her job as a responsibility to her company. From here, Tang Xin's persona is truly shown that she is someone who works hard and doesn't want her job to be in vain, and she also shows her professionalism so that her position can be promoted to a permanent employee.

In Carl Jung's theory, persona is a social and psychological construction adopted by individuals for a specific purpose. This persona can change or fragment in certain situations due to the complexity of human personality (Stein, 2019: 133). This can be seen in the character of Tang Xin in the drama "你好，神枪手 Nǐ Hǎo, Shénqiāngshǒu (Hello, The Sharpshooter)". Tang Xin is a reporter who uses her persona as a reporter to obtain information from Shen Qingyuan, who is the source of the news she covers. She uses masks or identity changes to adapt to different situations. This shows that her persona is not just a mask or an identity that she wears, but a part of herself that is adjusted to the situation and goals she wants to achieve (Stein, 2019: 133).

In different situations, Tang Xin shows different sides of herself that are also adapted to the persona she wears. She can be firm and courageous when she pursues news, but also can be gentle and attentive when interacting with people she meets in her work. This shows that her persona is a part of herself that can adapt to different situations. In some scenes, Tang Xin can also play different roles depending on the situation she faces. She can be someone who is very confident and enthusiastic during an interview, but also can be someone who is more humble and values other people's opinions when talking with her colleagues.



In the scene in episode 5 at 38:17, Tang Xin is seen lying on the bed because she passed out after receiving a challenge from Qingyuan to play a shooting game. However, Tang Xin fainted after they finished the shooting game.

唐心 : 这里是医院。  
Táng xīn : zhè lǐ shì Yíyuàn.  
Tang Xin : This is hospital.  
沈清源 : 场地里你晕倒了。  
Shěn Qīng Yuán : chǎngdì lǐ nǐ yūn dǎo le.  
Shen Qingyuan : You fainted on the field.

In episode 5, at minute 38:17, Tang Xin is seen lying on a bed after fainting when she received a challenge from Qingyuan to play a shooting game. However, Tang Xin fainted after they finished the shooting game. Tang Xin questions why she needs to be hospitalized to Shen Qingyuan, but he tells her to ask the doctor directly. The doctor explains that she had a minor concussion in her brain and needs to be hospitalized for a few days. As a result of this, Tang Xin realizes another reason why she can't focus on herself. Doctor Ding is the one who treats her and records her medical details. Tang Xin talks to him about her trauma, which is related to her past when she was still involved with Shen Qingyuan. According to the doctor, she still hasn't accepted the situation because of Shen Qingyuan's change of attitude towards her. This scene is similar to Jung's perspective on persona, where a person is depicted by the outside world, how the world sees us (Stein 2019: 28). Tang Xin feels that Shen Qingyuan has changed towards her, whereas there is another reason why he behaves that way. Shen Qingyuan actually remembers Tang Xin, but he thinks that their relationship is not the same as before. Now, Tang Xin needs to focus on her work.

In episode 8 at minute 20, Tang Xin is trying to test herself by speaking as a broadcaster in front of her mobile phone screen that shows a photo of Shen Qingyuan as her opponent.

唐心 : 我的自我保护机制啊。你行行好就算要保护距离。也不能让我看见沈清源就口吃吧。不管怎么说他也是我的重点直播对象啊。  
Táng xīn : wǒ de zì wǒ bǎo hù jī zhì a. nǐ xíng xíng hǎo jiù suàn yào bǎo hù jù lí. yě bù néng ràng wǒ kàn jiàn shěn qīng yuán jiù kǒu chī ba. bù guǎn zěn me shuō tā yě shì wǒ de zhòng diǎn zhí bō duì xiàng a.  
Tang Xin : My self-protection system, please work well. Although I want to keep my distance, I shouldn't stutter when I see Shen Qingyuan. After all, he is the core target of my broadcast.

In this scene, Tang Xin is seen facing Shen Qingyuan and experiencing speechlessness that makes it difficult for her to speak. This indicates that Tang Xin's source of persona lies in her ambition and demands in her profession as a professional live streaming broadcaster. As a broadcaster, Tang Xin strives to maintain stability in her work while balancing her personal life. She utilizes her persona as a broadcaster in performing her duties. Jung's theory in his study found two sources of persona that shape a person's social character. First, a person's social character is formed through expectations and demands in society. Second, social character is also formed through the goals and aspirations of individuals in society (Stein 2019:137). In Tang Xin's case, her

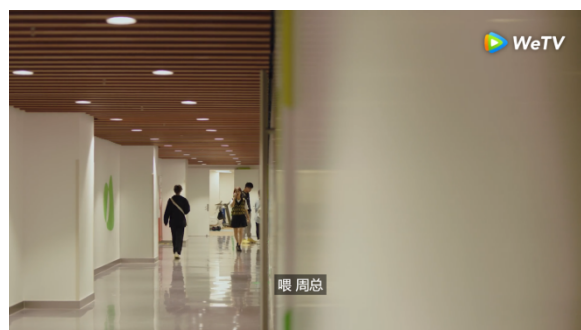


first source of persona is formed through the demands and expectations in the profession of live streaming broadcasting. Meanwhile, Tang Xin's second source of persona is formed through her goal and aspiration to become a professional and successful broadcaster. Overall, through this scene, we can see how Tang Xin's source of persona is formed and influences her actions and behavior in performing her duties as a live streaming broadcaster.

In episode 11 at minute 16:16, Tang Xin is reporting to dr. Ding via WeChat message about the progress of her speaking skills when facing Shen Qingyuan on that day.

- 唐心 : 丁医生, 跟您汇报下, 我最近用说唱练习, 进展很不错。  
Táng xīn : Dīng yīshēng, gēn nín huìbào xià, wǒ zuìjìn yòng shuōchàng liànxí, jìnzhǎn hěn bùcuò.  
Tang Xin : Dr. Ding, allow me to report to you that lately I have been practicing rap, and the progress has been really good.  
唐心 : 而且我发现沈清源对我的态度越来越缓, 偶尔还很温柔, 会不会是他想起了什么?  
Táng xīn : érqiě wǒ fāxiàn shěnqīng yuán duì wǒ de tài dù yuè lái yuè huǎn, ǒu'ěr hái hǎi wēnróu, huì bù huì shì tā xiǎngqǐ le shénme?  
Tang Xin : And I found that Shen Qingyuan's attitude towards me is getting slower and slower, and sometimes he is very gentle. Could it be that he remembers something?

In this drama series, Dr. Ding is a psychologist who works with the copper athletes at Haiya University. Tang Xin's first meeting with Dr. Ding occurs in the early part of episode 6, and by the end of that episode, Tang Xin begins consulting with Dr. Ding about her problems. Tang Xin wants to be open with Dr. Ding because she wants to free herself from her past memories. She wants to find her true self and remove the mask or disguise she has been wearing all this time. As Jung once said, the "persona" or mask hides a person's true nature, and even if one strives to become an ego-ideal, it remains a disguise. (Ibid, p 67). In this case, Tang Xin's openness with Dr. Ding is a manifestation of her efforts to improve herself and find her true self. With Dr. Ding's help, she hopes to solve her problems and become a better person.



**Picture 2** Tang Xin informs Mr. Zhou about Du Lingfeng and Shen Qingyuan

- 唐心 : 喂, 周总。  
Táng xīn : Wèi, Zhōu zǒng.  
Tang Xin : Hallo, Mr. Zhou.  
周总 : 喂, 唐心。唐心, 事情办的怎么样了?



- Zhōu zǒng : Wèi, Táng xīn. Táng xīn, shìqíng bàn de zěnmeyàng le?  
Tuan Zhou : Hallo, Tang Xin. Tang Xin, how the thing is going?  
唐心 : 周总, 杜凌枫勉强接受了提议。  
Táng xīn : Zhōu zǒng, Dù língfēng miǎnqiáng jiēshòu le tíyì.  
Tang Xin : Mr. Zhou, Du Lingfeng reluctantly accepted the proposal.  
周总 : 干得不错。混合训练的事我跟张教练已经谈受了。说是这周会有一个。二对二的训练预热赛, 到时候你就负责, 搭档塑引导啊。  
Zhōu zǒng : Gàn dé búcuò. Hùnhé xùnliàn de shì wǒ gēn Zhāng jiàoliàn yǐjīng tán shòule. Shuō shì zhè zhōu huì yǒu yí gè èr duì èr de xùnliàn yù rè sài, dào shíhòu nǐ jiù fùzé, dādàng sù yǐndǎo a.  
Tuan Zhou : Your work is good. Coach Zhang and I have discussed mixed training. He said there will be a two-on-two warm-up competition this week, but you are in charge of guiding the formation of pairs.  
唐心 : 我明白了周总。  
Táng xīn : Wǒ míngbái le Zhōu zǒng.  
Tang Xin : Understood Mr. Zhou.

In the next scene, Tang Xin shows a better understanding and starts to exhibit a better persona compared to before, as she talks to Du Lingfeng and Shen Qingyuan. When she speaks to her boss, Tuan Zhou, he appreciates her good work in persuading Du Lingfeng to cooperate for the sake of Team Lingda and her own popularity. Additionally, she also receives news that Coach Zhang agrees to the partnership with Rui Live company. Tang Xin's exhibited persona is considered good because, according to Jung, the development of a persona has two pitfalls. The first is an excessive identification with one's persona, which makes them indifferent to adapting and satisfying their true social world. The second is a lack of attention to the external world, resulting in being too preoccupied with the internal world (Stein 2019: 141). However, Tang Xin can adapt well to exhibit her persona as a reliable employee and reporter for Tuan Zhou and Rui Live company to cover Team Lingda's competition and follow the team's development and training processes. She also learns about shooting, the equipment used for training and shooting competitions, so when she covers it live, she can explain it in detail. This can also help viewers and the general public learn more about shooting competitions in the national arena. Tang Xin does not fall into the trap of developing a worse persona; she can build her persona and demonstrate it by quickly, accurately, and efficiently performing every task assigned and entrusted to her. Whether it is by making a bet with Shen Qingyuan, who once rejected her from covering him and the Lingda shooting team, or by risking her job and not getting a permanent position since she was an intern who was not yet contracted as a permanent employee.

In every scene, Tang Xin undergoes a persona transformation where her persona becomes more identifiable with someone's personality. However, shame is a fundamental trigger for this transformation. Persona can protect someone from shame, and avoiding shame is the strongest thing to develop and sustain a persona. This is related to the shame culture that emphasizes shame over guilt culture. If someone loses face, they would rather die than endure the shame because losing face is a catastrophic crisis (Stein 2019: 145). Just like someone who has built a good persona but due to one fatal mistake, they have to endure shame for a lifetime. Similarly, Tang Xin would be better off having a

shame culture when working rather than risking her reputation and the reputation of her company due to her mistakes.

### Shadow

In the context of psychology, "shadow" refers to the unconscious aspects of one's personality that are often repressed or denied. The concept is closely related to persona, which is the social mask or facade that individuals present to the world. According to Leonard Cruz and Steven Buser, in the process of "reversal", the shadow elements can unexpectedly emerge and manifest themselves. The unknown elements that are relegated to the shadow ultimately become "complexes" that gather psychic energy, memories, experiences, biases, and other factors. The shadow is considered to be a complementary functional complex, which also serves as a counter-persona, as explained by Stein (2019).

The Jungian concept of the shadow is important because it can reveal hidden aspects of the self that have been suppressed or ignored. By exploring and integrating the shadow, individuals can become more self-aware and develop a more complete sense of themselves. The process of integrating the shadow is not easy, but it is crucial for personal growth and psychological health. Other sources that discuss the shadow concept and its importance include Carl Jung's "Aion: Researches into the Phenomenology of the Self" (1959) and Robert Bly's "A Little Book on the Human Shadow" (1988).

In episode 6 at the 4th minute, dr. Ding Fang casually asked about Tang Xin's condition at the time. The doctor started to gather information about what happened to her because at the beginning of their meeting, dr. Ding Fang tried to shake hands with Tang Xin but she refused and only greeted dr. Ding Fang with the word "Hello 您好 (nǐ hǎo)".

丁芳医生 : 你不和别人握手是害怕别人碰你 ?

Dr. Dīng Fāng : Nǐ bù hé biérén wòshǒu shì hàipà biérén pèng nǐ ?

Dr. Ding Fang : Do you not want to shake hands because you are afraid of being touched by someone?

唐心 : 也不是。

Táng xīn : yě búshì

Tang Xin : No.

丁芳医生 : 不是怕接触是怕遇到特定接触, 特定的人比如陌生人或者是某个男生。

Dr. Dīng Fāng : Búshì pà jiēchù shì pà yùdào tèdìng jiēchù , tèdìng de rén bǐrú mòshēng rén huòzhě shì mǒugè nánshēng.

Dr. Ding Fang : Not afraid of physical contact, but afraid of specific contact, such as contact with a stranger/foreign man.

唐心 : 不是特定的人, 是特定的动作。

Táng xīn : Búshì tèdìng de rén , shì tèdìng de dòngzuò.

Tang Xin : Not a specific person, but a specific gesture.

丁芳医生 : 比如某和限制性的动作会让你想起不愉快的事?

Dr. Dīng Fāng : Bǐrú mǒu hé xiànzìxìng de dòngzuò huì ràng nǐ xiǎng qǐ bù yúkuài de shì?

Dr. Ding Fang : Does it like certain movements remind you of unpleasant things?



The above dialogue quote shows that the main character, Tang Xin, is experiencing a deep-seated trauma that causes her to feel afraid when touching strangers, especially unknown men. In the story, based on analysis and observation, Tang Xin is known as a cheerful and sociable person, but not everything can be accepted due to this condition that can cause a deep trauma in herself. Carl Gustav Jung compares the personal "shadow" to a prison guard in the personal unconscious (Henderson, Joseph, 'Shadow and Self,' Chiron, 1990, p 64). One of the effects of the Shadow on the persona shown by Tang Xin is about an incident that happened in her past. The people who were present during the incident were herself-Tang Xin- and Shengyuan. Therefore, without realizing it, when she speaks or communicates with Shengyuan, she suddenly cannot speak clearly or stutters. The ego within Tang Xin rises when facing Shengyuan. Jung emphasized, "...without being able to understand the many tragedies that actually come from herself, and she continues to let them happen" (Jung, CW Vol 9/11 par).

Another theory that supports this condition is the concept of repressed memories and traumatic experiences. Repressed memories are memories that are unconsciously blocked from the conscious mind due to trauma or emotional distress. These memories can resurface and cause emotional and psychological reactions, such as anxiety or fear, when triggered by certain stimuli, such as certain movements or touch. This can lead to the manifestation of phobias or other psychological disorders.

In conclusion, the character of Tang Xin in the story illustrates how trauma can affect a person's behavior and emotions. Understanding the concept of the shadow and repressed memories can shed light on the underlying causes of such reactions and help individuals overcome their fears and traumas.

In episode 10, Tang Xin realizes that her way of speaking feels different when she talks to Shengyuan. She can't speak fluently like before and always stutters when trying to answer Shengyuan's questions. This is likely caused by a traumatic event in her past that resurfaced when she played shooting games in episode 6.

- 唐心 : 就 就是选个练习时的 邻 邻居呗。  
Táng xīn : jiù jiùshì xuǎn gè liànxí shí de lín línjū bei?  
Tangxin : Ma maksudmu memilih tetangga (partner) untuk latihan kan? (...)  
生源 : 你有点紧张吗?  
Shēng yuǎn : nǐ yǒudiǎn jǐnzhāng?  
Shengyuan : Apakah kamu sedikit gugup?  
唐心 : 没 没有  
Táng xīn : méi méiyǒu  
Tangxin : Ti tidak

In Carl Jung's theory, this can be explained by the concept of 'shadow' that exists within Tang Xin. Shadow can be interpreted as a part of oneself that is unknown or unrecognized, consisting of everything we dislike or do not want to acknowledge about ourselves. This can be formed from traumatic experiences in the past that are stored in the subconscious mind.

In Tang Xin's case, the traumatic event in the past when playing shooting games likely formed a shadow within her that relates to fear and inability to speak. When she talks to Shengyuan, this shadow reappears and makes her stutter.

Jung emphasizes that without understanding the many tragedies that stem from oneself, one will continue to let it happen. Therefore, it is important for Tang Xin to recognize and acknowledge the existence of the shadow within herself and make efforts to improve her condition. In this case, Jungian therapy can help Tang Xin overcome her shadow and develop integration between persona and shadow. This integration can help Tang Xin overcome her trauma and become better at communicating with others, including Shengyuan.

## CONCLUSION

Based on the results of data analysis to examine the psychoanalysis of persona on the character Tang Xin in the Chinese drama 你好, 神枪手 Nǐ Hǎo, Shénqiāngshǒu Hello, The Sharpshooter using a theory of persona which is a form of the concept of the collective unconscious of humans consisting of persona, animus-anima, shadow, and self. The research results refer to the analysis of persona in Chinese drama and are described in two points that exist in the collective unconscious.

The research results on the persona of the character Tang Xin provide information that the persona of Tang Xin appears in the early stages when she becomes a host/reporter in a shooting competition where she successfully meets someone from her past, but she tries to be professional in her work. Then, when they become really close, an incident occurs and Tang Xin is hospitalized. As a result of this incident, the source of Tang Xin's persona emerges when she confronts Shen Qingyuan directly. Then there is the Shadow, which is part of the structure of the collective unconscious, where the shadow side of Tang Xin appears, so it can be concluded that the persona in this case is strongly attached to the character Tang Xin. A persona itself becomes identical to someone else's personality just like one's identity.

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